



Apple TV DCOTA Enrollment Guide

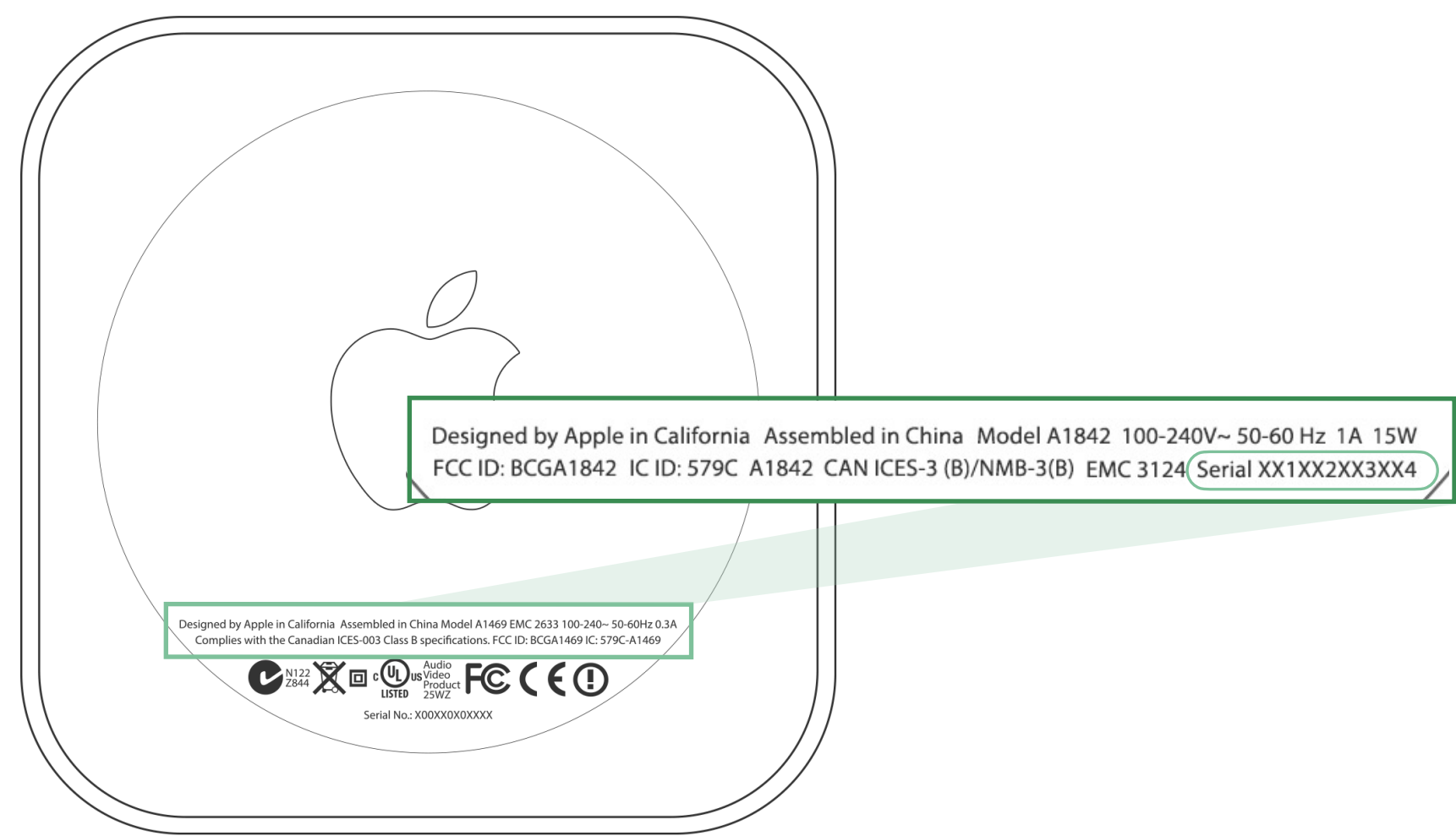
🍏 WW Channel Interactive Technology | June 2023

Requirements



- 1** Apple TV 4K
- 2** Display with HDMI
- 3** HDMI cable
- 4** Wi-Fi connection
- 5** A non-demo device with access to the Internet

Prepare



Step/Screen	Details
1 Locate the Serial Number	On the box or at the bottom of the device

Enroll

Use the non-demo device to enroll Apple TV to DCOTA



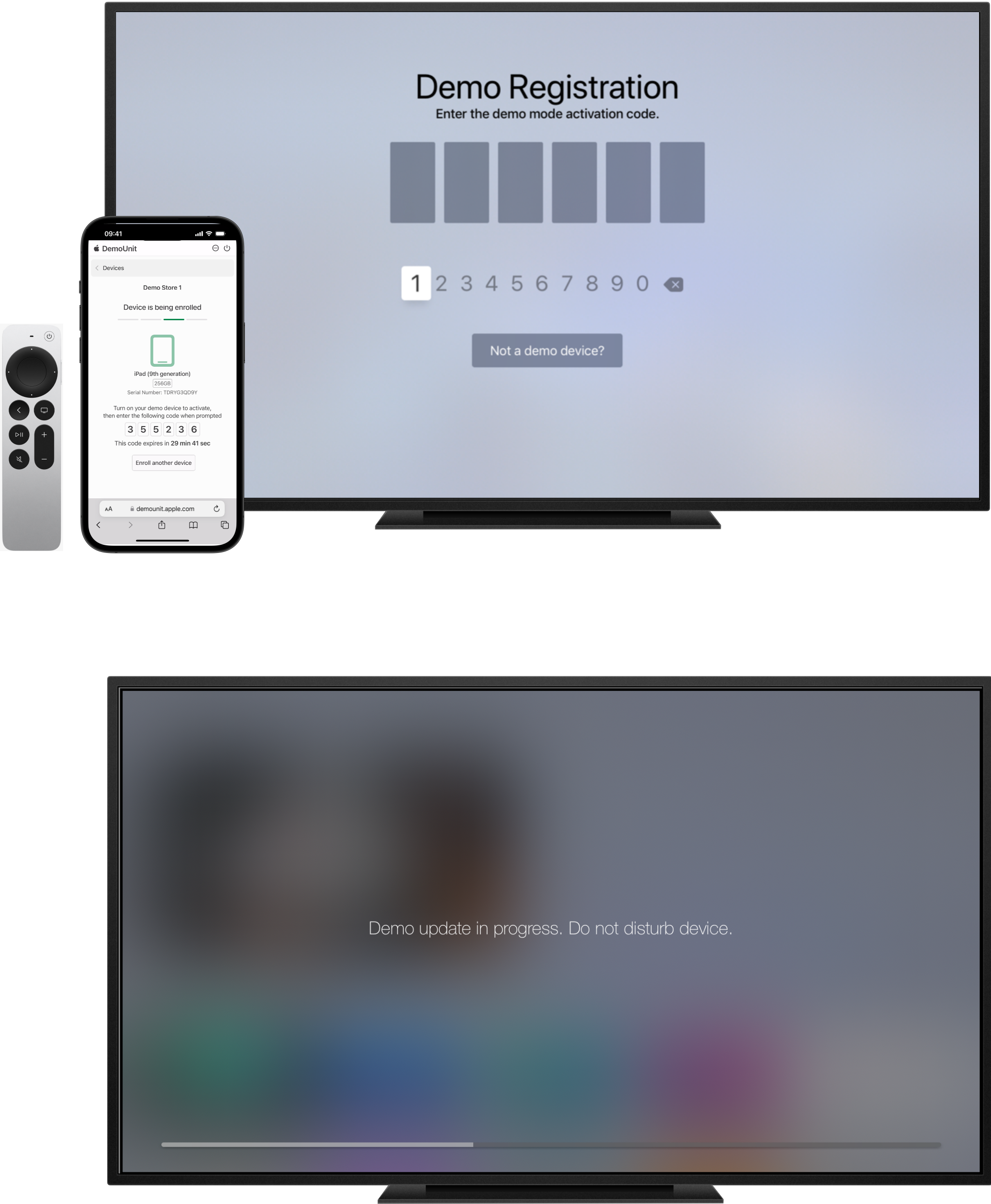
- 1 On an iOS device, download and install the DemoUnit Mobile app from <https://demounit.apple.com/help/Apps/DemoUnit>.
- 2 Select **Enroll a New Device**. Scan or manually enter the Serial Number of the device.
- 3 Confirm your store selection. To change store location, return to the landing page and use **Change Store**.
- 4 Choose **Language and Category**, if prompted.
- 5 Obtain the 6-digit Registration Code.

Alternatively, visit [DemoUnit.apple.com](https://demounit.apple.com) on any Internet browser and search your store location. Select **Enroll a New Device** and follow the prompts to obtain the 6-digit Registration Code.

Set up

Complete these steps on the Apple TV

Step/Screen	Action
1 Hello	Pair your remote
2 Language	Select language
3 Region	Select region
4 Data & Privacy	Tap Continue
5 Set Up your Apple TV	Select Set Up Manually
6 Siri and Dictation	Select Use Siri
7 Select Your Wi-Fi Network	Connect to the demo Wi-Fi network in the store. Enter Wi-Fi password when prompted
8 Activating Apple TV	Wait for the TV to activate. This may take a few minutes
9 Demo Registration	Enter the 6-digit Registration Code generated from DemoUnit
10 Demo Update in Progress...	Blocking screen appears when device is installing demo content
11 Home Screen	Displays when demo update is completed



Demo Mode

Turn Off Demo Mode to modify settings, and back On to save changes



Step/Screen	Action
1 Open the Settings app	Choose General > highlight About > press the Play/Pause button 4 times. A “Retail Demo Configuration” screen appears.
2 Turn off Demo Mode	Tap Demo Mode > change to Off > select Apply Changes . Apple TV will restart. • To pair a game controller, refer to the next page in this guide • To restrict explicit content, tap General > Restrictions > turn on restrictions and enter passcode “9505.” • To delete a demo app, highlight the app on Home Screen > press and hold until the app jiggles > press the Play/Pause button > select Delete.
3 Modify settings	
4 Turn Demo Mode back on	Tap Demo Mode > change to On > select Apply Changes . Apple TV will restart.

Changes will persist through the overnight DCOTA refresh and any device reboot.

Pairing a Game Controller

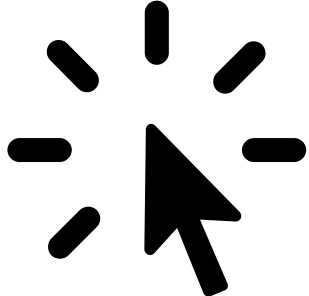
Follow Demo Mode On/Off steps



Step/Screen	Action
1 Turn off Demo Mode	Follow Step 1 & 2 on the previous page to turn off the Demo Mode.
2 Power on game controller	Hold bluetooth button for 3-5 seconds.
3 Open Settings app on TV	Select Remotes and Devices > select Bluetooth > select the name of the controller to connect.
4 Turn Demo Mode back on	Follow Step 4 on previous page to turn Demo Mode back on.

Changes will persist through the overnight DCOTA refresh and any device reboot.

Support

 demounit.apple.com/help/support

 Please call regional toll-free phone numbers

